

DOTCOM SECRETS

Vol. 3 – Issue 10 – DotComSecrets, Inc. – Oct. 2009



Inside This Issue:

The Real Truth About What Makes Super

Affiliates Rich: There are thousands of people making money as affiliates but only a handful have ever made it to Super Affiliate status.

What do they know about making money online that other affiliates don't? You might be surprised by the answer.

Plus: Russell Brunson's IM Checklist:

Everything you need to launch an online business with million dollar potential... (it's not as much as you think)!

Protege Challenge: The real life experiences of a DotCom Secrets Protege student as he travels over 33,000 miles to build a budding online business into a financial powerhouse!

DotComSecrets

Contents (October 2009 Issue)



PROTEGE CHALLENGE

25 **Taking Off the Layers.** The real life experiences of a DotCom Secrets Protege student as he travels over 33,000 miles to build a budding online business into a financial powerhouse!

EXPERT ACCESS

30 **Q&A.** Your chance to sit down with Russell Brunson and his team of experts at DotCom Secrets!

25





POWER MARKETING

20 **Plug-In to Your Customer's Mind.** How to find the trigger points that cause people to whip out their credit cards and buy!

32 **The Real Truth Behind What Makes Super Affiliates Rich.** There are thousands of people making money as affiliates but only a handful have ever made it to Super Affiliate status. Do you have what it takes?

37 **PDF Primer.** A step-by-step guide to creating PDF files.

Photo Credits:

Top Left: ©iStockPhoto.com

Bottom Left: ©iStockPhoto.com

Top Right: Brent Coppieters

21 MINUTE TRAFFIC

11 **LookSmart Luck.** How to navigate LookSmart.com, a second tier search engine!

15 **Facebook.** Six simple steps to siphoning targeted traffic from Facebook for free!

18 **SEO Simplified.** Three simple strategies you can do in minutes a day to boost your long term SEO!

MILLIONAIRE MIND MAPS

04 **The IM Checklist.** Everything you need to launch an online business with million dollar potential (it's not as much as you think)!

DOTCOM SECRETS RECOMMENDS

39 **DCS Recommends.** The top free and affordable resources for running a banner ad campaign.

40 **Action Checklist.** We broke down the most powerful marketing principles taught in this issue of the DotCom Secrets Journal into a simple checklist of to-do's.

03 **A Message From Russell.** Learn the latest tips and strategies being used at DotCom Secrets plus get Russell's recommendations for the must-read content in this issue.

DOTCOM SECRETS

Publisher:

RUSSELL BRUNSON, President of DotCom Secrets, Inc.

Editor:

BRITTANIE BYRON, editor@dotcomsecrets.com

Contributors:

MASON TANNER, PPC Manager

KEVIN HILL, Copywriter

MICHAEL LOVERIDGE, DCS Partnership Director

BRENT COPPIETERS, Affiliate Manager

PHIL STRONG, HowToSmashYourMortgage.com

Contact:

WEBSITE: www.DotComSecrets.com

ADDRESS: 3100 S Vista Ave Ste 200
Boise, ID 83705

PHONE: 1.208.323.9451

CHANGE OF ADDRESS OR BILLING INFORMATION:

www.CustomerHelpDesk.org

QUESTIONS, COMMENTS OR LETTERS TO THE EDITOR:

editor@dotcomsecrets.com

ONLINE ARCHIVE:

<http://members.dotcomsecrets.com>

Copyright 2009 © DotCom Secrets, Inc. | All Rights Reserved

LEGAL DISCLAIMER AND TERMS OF USE

You do not have resell rights or giveaway rights to any portion of this Publication. Only customers that have purchased this publication are authorized to view it. This publication contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the full extent of the law.

The information services and resources provided in this book are based upon the current internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the internet is constantly changing, the sites and services presented in this book may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to inevitable internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Screenshots in this book are from publicly accessible field archives. All product names, logos and artwork are copyrights of their respective owners. None of the owners have sponsored or endorsed this publication. While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

**Earn a Residual Income Promoting the
DotCom Secrets Journal. Go to
www.TheSecondTier.com to sign up
for our affiliate program and you
can earn up to \$10 per month for every
member you refer!**



To My Fellow Entrepreneurs,

It's finally here! This month, I decided to do something different and put together a checklist (page 4) that includes *everything* you'll ever need to build an online business with the potential to make millions of dollars. When I finished listing all the essential components there ended up only being five simple things that you need. If you have them, then you can make your business a success. And guess what - money and brains aren't part of them. That's the power of internet marketing - you need very little to make it work.

I also want to take a minute and tell you about a couple of the other resources we put together for you in this issue:

“Don't forget to check the membership site often for new articles and closely-guarded secrets you won't find anywhere else.”

Login at:
<http://members.dotcomsecrets.com>”



The Real Truth Behind What Makes Super Affiliates Rich (Page 32): Our in-house affiliate manager, Brent Coppieters, has worked with thousands of affiliates – including the best of the best. This month he decided to reveal the x-factor he's discovered that makes Super Affiliates filthy rich (and leaves other affiliates behind in the dust, barely able to pay off a few bills with the commissions they earn). This article will help you break through the bands holding other affiliates back so you can reach super affiliate status and earn five and six figure commissions!



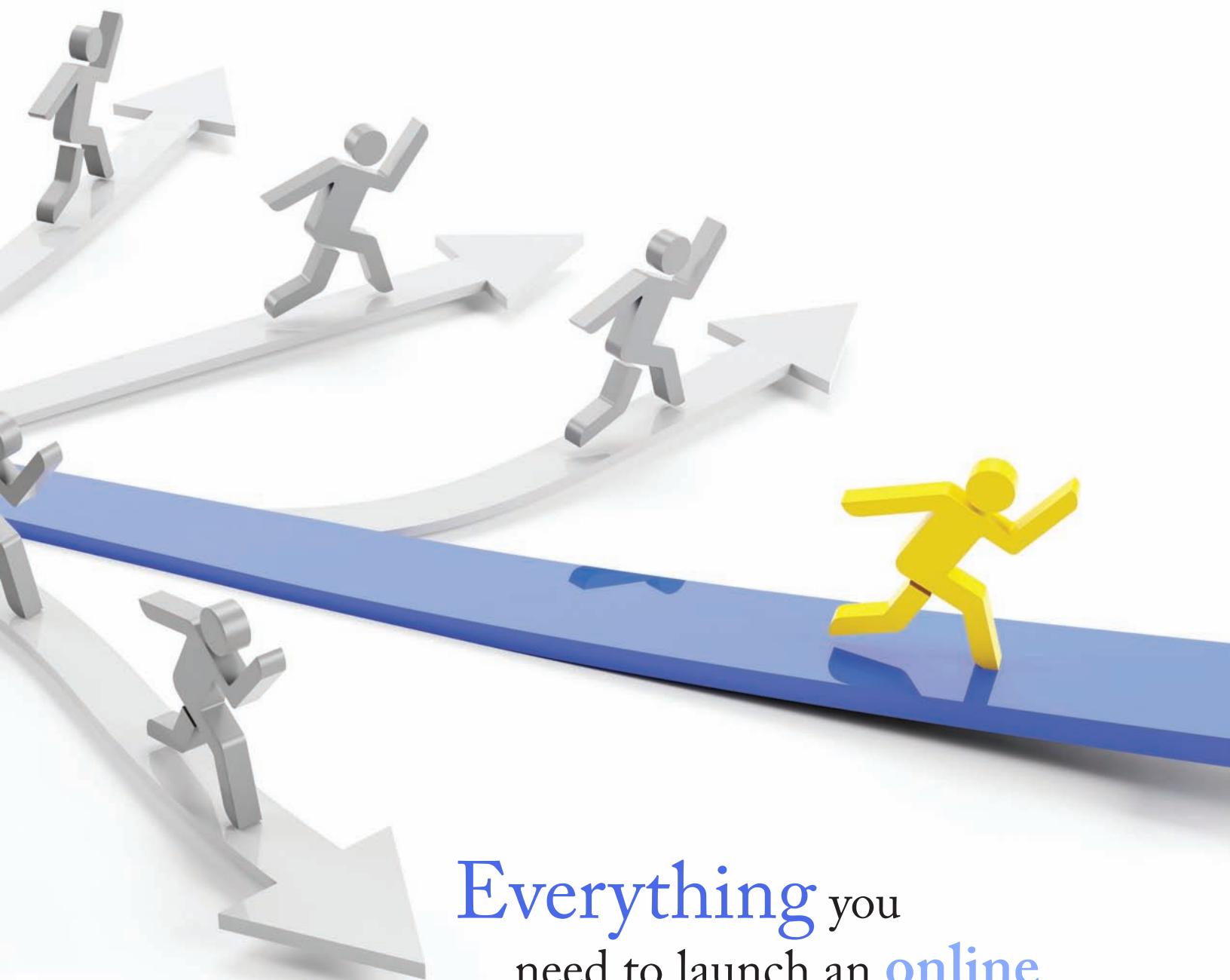
Plug-in to Your Customer's Mind (Page 20): My copywriter, Kevin Hill, is an expert at finding those trigger points that cause customers to whip out their credit cards and buy. In his article this month I asked him to share some of the techniques he uses to discover exactly what it is that will convert visitors into buyers. These strategies will help you truly understand your target customers so you can make more money.

I hope that you enjoy this issue of the DotCom Secrets Journal and find the information you need to take your business to the next level. We certainly had fun putting it together for you. To your success,

RUSSELL BRUNSON

RUSSELL BRUNSON

President of DotComSecrets.com



Everything you
need to launch an online
business with million dollar
potential...
(it's not as much as you think)!

IM the Checklist

BY RUSSELL BRUNSON

PRESIDENT OF DOTCOMSECRETS.COM

Before we get started, I want you all to know that to get started online, you are going to need a *lot* of money. And you're going to have to learn a bunch of techie stuff like html, ftp and css. You're also going to have to be very smart – similar to a rocket scientist.

JUST KIDDING!

I think that too many people unfortunately steer away from the internet because of some of the fears I listed above. The truth is that starting an online business can be very cheap (or free), requires literally no skills and I *promise* that I've seen people who aren't that smart making a lot of money online. Today I want to give you a simple checklist that you'll need to get your product or service online and making money fast.



The Millionaire Mindset

Few people talk enough about mindset when they talk about building a business, yet the vast majority of people fail before they even get started and that's because their mindset isn't right. Here are a few of the key steps to get your mind prepared to be in business:

- **Before You Press the Gas, Take Your Foot Off the Break:** One of my close friends Noah St. John from successclinic.com talks

a lot about figuring out the things that are keeping you from success before you get started. For example, are you afraid of what people will think about you if you had money? Do you feel guilty making money? Are you afraid of failing, or of having success?

Everyone of us has subconscious fears that will keep pressing the breaks every time we try to press the gas *if* we don't identify what they are and learn how to deal with them when they appear.

- **Find Something Outside of Money That Will Pull You Towards Your Goals:** Getting your business making money is going to take time and effort. If you're in it for the money, I doubt that you'll have what you need to get you through some of the long, lonely nights when you're trying to get it up and running. Find something outside that will pull you through those sticking points.

Initially for me it was my wife and wrestling. Today I use my students' successes as well as the jobs of my team members to help pull me to keep building.

- **Adopt a Ready, Fire, Aim Attitude:** Be one who moves forward fast and doesn't get caught up making sure everything is perfect. Get it going fast, then go back and perfect it.



Building Your Team

The *biggest* realization I had was when I found out that I didn't need to learn how to do everything in my business. I had always looked at internet marketing as a bunch of skills that I had to learn.

When I shifted my thinking and started to look at my role as more of a "contractor" who needed to know what the pieces were, but then just hired talent to create the pieces, suddenly I was able to get things done fast and make a *lot* of money quickly.

- **Decide What Your Core Skills Are:** Chances are you're good at something in this business. Decide what that is, and make that *your* job. Then find others to do everything else.

- **Find People to Fulfill These Skills (*you may be able to fill one or more of these roles yourself*):** These are the six core roles you need in your business:

- You need an artist, someone to create the products or content
- You need a designer to design your website, graphics, etc...
- You need a programmer to be able to edit and code your website
- You need a marketer to drive traffic to your website
- You need a salesman (copywriter, video sales or phone sales) to sell the product
- You need support to fulfill on the promises made by the marketers and salesman

A lot of times these things will all be you when you get started. Smart people will find others they can partner with who have these skillsets and then either pay them as employees or give them a percent of the profits. A great place to start building your team is odesk.com.



Your Million Dollar Idea

I'm not going to cover how to get an idea in this article, but am assuming that you either have one, or are resourceful enough to do some market research and find out what types of products are already selling and from there develop your products. Here are a few things to make sure you look at before you start selling your product:

- **What's Your Hook?:** The *most* important part of any

product isn't the content, it's the hook. What makes your product or service unique?

- **Is it a Hard Offer or a Soft Offer?:** A hard offer is something tangible and normally related to either time or money. For example, a soft offer would be "how to cross stitch" and a hard offer would be "how to cross stitch for profit." Hard offers sell *much* better than soft offers.
- **How Are You Going to Package Your Idea?:** There are dozens of ways to package your idea, figure out a way that keeps your fulfillment costs low and your profits high.



Selling Your Product

Before anyone even shows up on your site, you need to have the elements in place to sell your product. Here are the key steps you need to start selling your product from your website:

- **Step One is a Landing Page That Gets Your Visitor's Name and E-mail Address:** It takes the average subscriber seven times seeing your website before they will trust you enough to buy. An autoresponder will allow you to setup follow-up campaigns that are delivered to your subscribers automatically to follow-up and close the sale for you.
- **Step Two is Some Type of Sales Process to Sell the Product You Have:** There are lots of ways to create a sales process that will sell your products. You have videos, sales letters, webinars and more. The key with any sales message is to answer these four questions:
 - Who are you?
 - What do you have?

- Why should they want it?
- How can they get it?

Yes, it seems almost *too* simple, but if you can answer these four questions, and then provide them with an offer that is irresistible, it will become very easy to sell your customers your product.

- **Step Three is to Follow With as Much Proof of What You're Talking About as Possible:** Recently we had one campaign that flopped and we lost a lot of money on it (only sold 17 products from a \$5,000 ad spend). We then went on and added about 10 e-mails to the follow-up series giving as much proof that what I was telling them was true. Within two weeks we had more than 120 sales and made a great profit, and the only difference between the campaign winning and losing was the follow-up proof.



Marketing Your Product

While all of the other elements are important, this is the step that actually puts money into the bank. This is where we put the primary focus and effort in our business.

- **Step One is to Figure Out Who Your Target Market Is:** Who is the person that you want to sell your products and services to? What are their likes, dislikes? What makes them happy or angry? What keeps them up at night?
- **Step Two is to Find Where These People Are congregating?:** The internet is powerful because everyone congregates together based on similar beliefs and values and interests. Your goal as a marketer is to know your target market, then figure out where those people are congregating.

- **Step Three is to Get Your Ads in Front of Your Target Market Where They Are Congregating:** Generating traffic really is that easy. It's all about finding who you want to sell to, finding where they are, then putting your ad in front of them.

As I mentioned at the beginning of this article, making money online isn't that difficult. The keys for you are to look at yourself as a contractor, learn how all of the pieces work and build a team of people who can do the work for

you. If you can do that, then you will have the ability to build your own online business fast. **DCS**

- **By Russell Brunson**, President of DotComSecrets.com

Have a question or comment? Let us know what you think about this article by sending an e-mail to editor@dotcomsecrets.com and you may be featured in an upcoming issue of the DotCom Secrets Journal.

The Official DotCom Secrets IM Checklist:



The Millionaire Mindset:

- ☐ I've identified my fears that are keeping me from success and have a plan to deal with them. They are:

Extra Helps: Read the article titled "The 5 Biggest Obstacles in Starting Your Online Business (And How to Beat Them)" by Michael Loveridge (page 6 of the Dec. 2008 issue or on the membership site at <http://members.dotcomsecrets.com>).

- ☐ I have a strong desire to make my business a success backed by powerful sources of motivation.
Idea: Create a vision board of images and words that motivate you. Place it near your desk.
- ☐ I've adopted an attitude of "Ready, Fire, Aim."



Building A Team:

- ☐ I've identified my core skills (what I'm good at and enjoy doing) and they are:

- ☐ The tasks I will outsource are:

--	--

Extra Helps: There are dozens of ways you can outsource the work you need done. Here are a few ideas:

- Use trusted websites like Odesk.com, Elance.com or Guru.com.
- Exchange services with a friend.
- Create a joint venture and give your partners a percentage of the profits from your first product launch.
- Join forces with other new internet marketers and put all your skills into one project. Split the profits to fund your next product launch.



Your Million Dollar Idea:

- ☐ I have a hook that makes my product or service unique to what's already in the marketplace.

Extra Helps: Read the article titled "Uncovering the Big Benefit of Your Product" by Kevin Hill (page 20 of the July 2009 issue or on the membership site at <http://members.dotcomsecrets.com>).

- ☐ I have a hard offer that will entice people to buy my product (for example, it will save people either time or money).
- ☐ I know how I want to package my idea and the fulfillment costs associated with it:

Idea: You can create and sell your own CDs, DVDs and books without paying a cent upfront. Just look for on demand publishers like Kunaki.com and Lulu.com. These companies will create your products one at a time as orders come in and ship them directly to your customers – no inventory, no shipping and no upfront costs!

- ☐ My million dollar idea is:



Selling Your Product:

- ☐ I've set up a landing page where I will collect my visitors' names and e-mail addresses.

Getting It Done: The landing page is a task easily and inexpensively outsourced. But you will need a few things to make it work including a domain name, web hosting (you can get both at BlackWireHosting.com) and an autoresponder (Aweber.com).

- ☐ I have a sales process that answers the following questions:

- Who am I?
- What do I have?
- Why should my visitors want it?
- How can they get it?

- ☐ I have proof that what I say works and have created a follow-up system with my list to show them.

Extra Helps: Read the article titled "Three Common Copy Crushers" by Kevin Hill (page 22 of the May 2009 issue or on the membership site at <http://members.dotcomsecrets.com>).



Marketing Your Product:

- ☐ I can describe my target customer (the person you want to sell your product to):

- Likes and Dislikes:
- What Makes Them Happy?:
- What Makes Them Angry?:
- What Keeps Them Up At Night?:

- ☐ I've identified some of the key places where my target customers congregate. The places where I will focus on getting my message in front of them are:

Extra Helps: Read the article titled "74 Ways to Build a Traffic Powerhouse" by Russell Brunson (page 5 of the Jan. 2009 issue or on the membership site at <http://members.dotcomsecrets.com>).

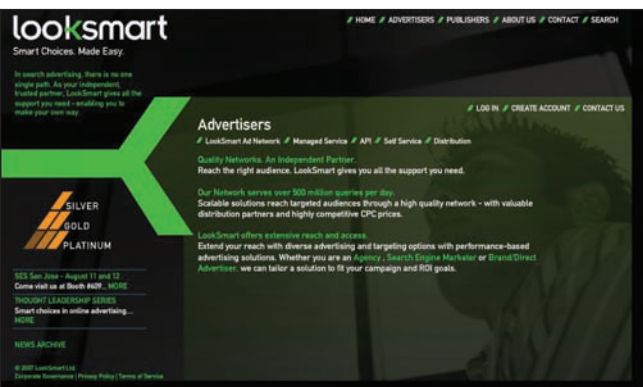
LookSmart Luck

How to Navigate LookSmart.com, a Second Tier Search Engine

Quick Facts:

Traffic Tool: LookSmart

URL: <http://www.looksmart.com>



Cost: \$10 gets you started

Traffic Type: Paid Online Traffic

How LookSmart.com Works:

LookSmart is a second tier search engine much like 7search, Miva or Kanoodle. The difference here is that LookSmart has a lot more traffic than most other second tier PPC ad platforms. The problem with LookSmart is that it seems like a good bit of their traffic is fraudulent. They use a partner network of undisclosed sites to get their traffic and because of this, the quality of their traffic can vary a great deal from day to day and month to month. They are using some sort of revenue sharing system with their partners, much like Ad-sense, where the partners receive a percentage of the revenues generated from the clicks. This model – click fraud prevention mechanisms = low quality traffic. LookSmart also has the worst user interface of any PPC engine that exists and it will take some time to get used to it (you thought MSN was bad)!

Turning Traffic Into Cash:

You can get a flood of targeted traffic from LookSmart if you play your cards right. LookSmart has no quality score whatsoever so you can literally get your campaign up and running in just a few minutes and immediately start getting results. In addition, clicks on LookSmart tend to be cheap and can be converted if you employ solid strategies.

Traffic Checklist

How to Navigate LookSmart.com, a Second Tier Search Engine

Step 4:

☒ Traffic Checklist

☐ Step 1: Create a New Account

Go to www.LookSmart.com and sign up for an account. Make sure you click the advertiser link at the top and not the affiliate or publisher links as our purpose is to run ads on their network.

You will have to go ahead and create an ad to start with before you create an account. Don't worry though because you can delete this right after you create your account if you don't want to run it right away.

☐ Step 2: Set a Monthly Budget

You can set your monthly budget for the entire account during the sign-up process as well so be sure to watch for that. I recommend starting with a monthly budget of \$50 as a safety measure when starting on LookSmart. The reason is that since they do have a lot of traffic you can easily burn through cash in a hurry and this will provide you with a safety net until you get the feel for LookSmart. They will bill you for clicks after they occur so you shouldn't need to worry about depositing funds up front.



Choosing Keywords on LookSmart:

Use the Google Keyword Tool to get your list of keywords due to the fact that LookSmart's keyword suggesting option takes forever and does not return many results. Do not go too long tail on LookSmart or you may not get much traffic. However if you go too short tail the CPC will be higher and the traffic will be less targeted. I suggest targeting keyword phrases that are three to four words in length to start with depending on how competitive your market is.

The Right Time of Day:

Use the ad scheduling feature by clicking "edit" next to the campaign when you are on the "manage campaigns" tab. Run your campaign from 8:00 to 20:00 US EST. This will help to minimize international click fraud that may be using us proxies to click on your ads all day and waste your money.

Steps 4 and 5:

Step 3: Get Familiar With the User Interface

This is a surprisingly time consuming experience, however, in the following steps I will go ahead and show you some of the main things you need to know to save you some time.

Step 4: Create a New Campaign

Click the “create campaign” button at the top of the screen. On this screen just name the campaign, set your budget low, and select “rotated” so that your ads are displayed evenly. Also, you have to enter “the campaign max CPC.” This is the max that you wish to pay per click for the entire campaign. I recommend entering something like \$.50 for now.

Step 5: Create a New Ad Group

Go ahead and click “create a new ad group” above the dashboard. Then create your ad and enter your display url and destination url.

Enter your keywords into the “smart match” box. Do not worry about “broad match.” If you want to enter negative keywords then do so in the “negative match” box.

Disable “contextual targeting” at the bottom of the screen. From my experience, when this is enabled, you will get a flood of untargeted traffic. I am not sure where this traffic comes from and do not recommend that you use it to start with. However, feel free to test it later if you want.

Campaign Name*

Blue Widgets

Description

Campaign Reference Number

Start Date: (optional)

(mm/dd/yyyy)

End Date: (optional)

(mm/dd/yyyy)

Note: Your campaign will display ads up to and including the End Date if there is budget and funding available.

Budget & Bidding

Daily Budget (\$)*

10.00

Estimated Monthly Budget: \$300.00

Campaign Max CPC*

.50

Bid Adjustment (%)*

100

Adjusts your keyword level bids to be x% of their original value (100% means no change to bids).

Ad Serving

Rotation Scheme

☐ CTR Optimized - Display the best performing ads on a CTR basis more frequently
 ☒ Rotated - Display ad variations on a relatively even basis
 ☐ SmartRotation - Display the best performing ads on a CPA basis more frequently

Create

Create New Ad Group (* indicates required field)

Account: dfaylor@dotcomsecrets.com (926762)

Campaign: Blue Widgets (1352987)

Ad Group Name*

Small Blue Widgets

Title*

Your Blue Widgets Here

Description*

Hurry while supplies last!

Check Spelling

Display URL*

http://ickHereForBlueWidgets

Destination URL*

http://bluewidgets.com

Adult Content

☐ This ad contains adult content

Continue

Preview Your Ad for: Small Blue Widgets

Get Your Blue Widgets Here

Hurry while supplies last!

ClickHereForBlueWidgets

Destination: http://bluewidgets.com

Step 6: Select Ad Position

You can select your desired ad position for all your keywords at once by selecting the box and clicking the “set desired position for all” box. I suggest starting out with position three at first so you do not overpay for keywords that do not convert. You can raise your bids later if you like.

Step 7: Track Your Results

On the “accounts” tab at the top of your screen you will see a tab that says “conversion tag.” Here you will find some java code to place on your “thank you” page to track your keywords. This works in much the same way as the Google Conversion tracking code. This is what you should do if you are selling your own product and do not use sub ids.

If you have sub id tracking built into your shopping cart or are using an affiliate network that supports sub id tracking (ClickBank and most of the other ones that are out there) you can append the following as your sub id to pass the keyword and the traffic source back to your affiliate network for tracking: {keyword:none}{feed}.

The key thing to remember is that you can track which traffic source resulted in a sale for you and shut down those LookSmart partners that are not converting for you. Each one will have a number so you just have to e-mail them or call them and tell them to shut down traffic source id 74509 or whatever it is. If you have no idea what I am talking about please go watch this free video that explains sub id tracking completely: subids.tracking202.com/

Steps 5 and 6:

Add/Optimize Targeting

Campaign: Blue Widgets (1352987) [\[Edit\]](#) Status: ON

Daily Budget: \$10.00
 Yesterday's Cost: \$0.00
 Max CPC: \$0.50

Number of Ad Groups: 1
 Number of Keywords: 0

Small Blue Widgets

Get Your Blue Widgets Here

Hurry while supplies last!

[ClickHereForBlueWidgets](#)

- Enter keywords or phrases separated by
- Set individual keyword Max CPCs by plac example, to choose a keyword Max CPC blue shoes [.50]

Keyword Targeting

Smart Match	Broad Match

[Keyword Optimizer](#)

Contextual Targeting

Keyword	Max CPC
☐ Contextual Targeting	

[Submit](#) [Cancel](#)

Your ad group has been created.

Add/Optimize Targeting

Campaign: Blue Widgets (1352987) [\[Edit\]](#) Status: ON OFF

Daily Budget: \$10.00
 Yesterday's Cost: \$0.00
 Max CPC: \$0.50

Number of Ad Groups: 1
 Number of Keywords: 0

Small Blue Widgets

Get Your Blue Widgets Here

Hurry while supplies last!

[ClickHereForBlueWidgets](#)

- Enter keywords or phrases separated by line breaks.
- Set individual keyword Max CPCs by placing the Max CPC price in brackets. For example, to choose a keyword Max CPC of \$.50 for the keyword, "blue shoes", enter: blue shoes [.50]

Keyword Targeting

S-- Smart Match B-- Broad Match N-- Negative Match 1 [Set Desired Position for All](#)

All	Keyword	S	B	N	Max CPC	Desired Position	1	2	3	4	Min CPC	Daily Clicks	Estimated Daily Cost
☒	insurance	Suggest	☒	☐	☐	2.94	1	\$2.94	\$2.94	\$2.94	\$2.94	180	\$440.00

[Add keywords here](#) [OK](#) Click "OK" to get pricing and suggestions.

Contextual Targeting

Keyword	Max CPC
☐ Contextual Targeting	

[Submit](#) [Cancel](#)

Help With This Page

- [What keywords should I bid on?](#)
- [What is a Desired Position?](#)

Need more help?
Call us: 877-612-LOOK (5665)

Facebook

Six Simple Steps to Siphoning Targeted Traffic From Facebook for Free!

Quick Facts:

Traffic Tool: Facebook

URL: <http://www.facebook.com>

facebook

Facebook helps you connect and share with the people in your life.



Cost: Free!

Traffic Type: Free Online Traffic

How Facebook Works:

Facebook is a Social Networking site whose purpose is “giving people the power to share and make the world more open and connected.” Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.” Facebook gets a massive amount of traffic and has a whopping 9/10 PageRank with Google as of this writing!

At its core, Facebook allows its members to create a “profile” and then connect to the profiles of their friends, family, co-workers, and other acquaintances. Additionally, members can create and join “groups” based on similar hobbies and interests. There are people interested in almost any niche you can imagine who regularly use Facebook, so it can be a powerful traffic source for any internet marketer.

Turning Traffic Into Cash:

To use Facebook to make money, the basic strategy is to become friends with people who fit within your target market (those who are potentially interested in your products or services) and then divert them to your website and sales funnel. This checklist will show you step-by-step what you need to do to find these people and convert them into your customers.

Traffic Checklist

Six Simple Steps to Siphoning Targeted Traffic From Facebook for Free!

Step 3:

Traffic Checklist

☐ Step 1: Create an Account

Register your free account at <http://www.facebook.com>.

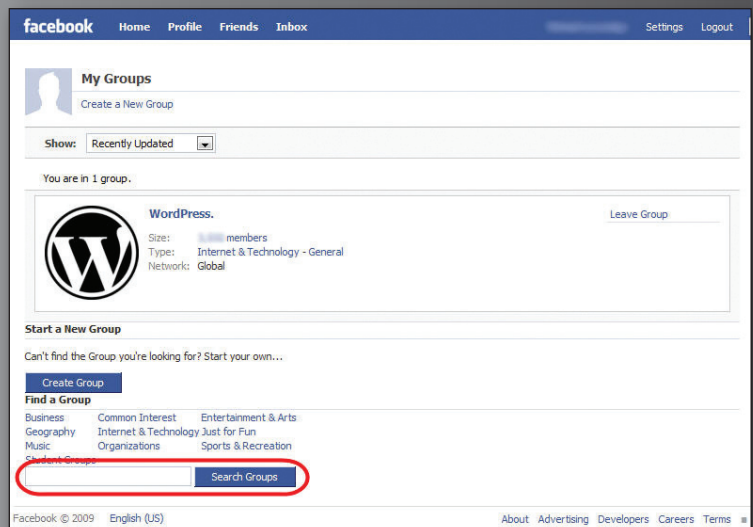
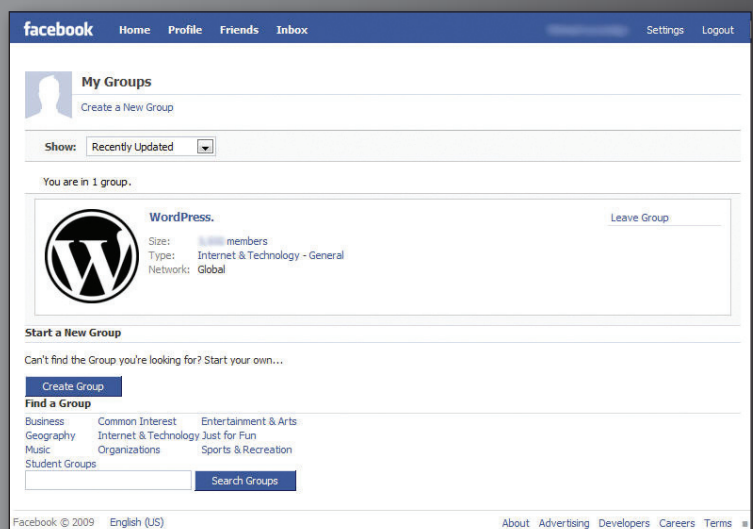
☐ Step 2: Setup Your Profile

Setup your profile by adding your basic information, personal information, contact information, and education and work information. Only put the information that you feel comfortable sharing publicly.

- > **Tip:** In the Contact Information section, be sure to add your website – this has the dual benefit of driving some traffic and providing your website with a powerful backlink.

☐ Step 3: Get Involved With Groups in Your Niche

Search for and join groups that are related to your product or service at <http://www.facebook.com/groups.php>



Steps 3 and 4

Step 4: Become a Leader in the Community

If you aren't able to find the right group, you may want to start your own.

If you do this, be sure to use strategic keywords in the title and description of the group to ensure the best possible chances of appearing in relevant searches by prospective members of the group.

Step 5: Build Trust

Use the Discussion Board and the Group Wall to discuss the topic of your product or service and foster a relationship of trust.

The goal with your conversation should be to strengthen your relationship with the group members. Once they know and like you, they will naturally check your website and offer out.

Step 6: Repeat

You can't just create a group, make a comment once and expect tons of traffic to keep coming to your site. The trick to driving traffic with Facebook is to continually make new posts and add interesting content your group members can comment on.

The image displays three sequential screenshots of the Facebook website, illustrating the steps to create and join a group.

Screenshot 1 (Top): Shows the Facebook homepage with the 'My Groups' section. The 'Create a New Group' button is circled in red. Below it, the 'Start a New Group' section is visible, with the 'Create Group' button also circled in red. The 'Find a Group' section lists various categories like Business, Common Interest, Entertainment & Arts, etc.

Screenshot 2 (Middle): Shows the search results for 'wordpress'. The 'Join Group' button for the 'WordPress, Internet & Technology' group (3,532 members) is circled in red.

Screenshot 3 (Bottom): Shows the details of the 'WordPress' group. The 'Invite People to Join' button is circled in red. The group's basic info, including its name, category, and description, is visible.

SEO Simplified

Three simple strategies you can do in minutes a day to boost your long term SEO

Quick Facts:

How SEO Works:

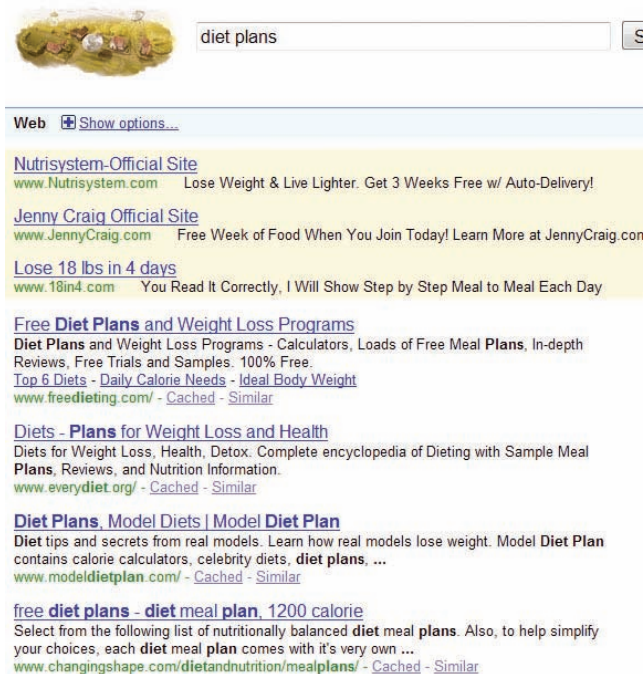
Search engine optimization (or SEO) is how you tell search engines like Google, Yahoo and MSN what your website is about. Good SEO will result in top rankings in the search engines for targeted keyword terms. The screenshot on the right shows that FreeDieting.com was listed first in the free search (or organic) listings in Google for the keyword "Diet Plans." The traffic they receive is free and is a result of their SEO. This system involves performing keyword research, creating several web pages, optimizing those pages for the selected keywords, and creating an optimized blog post. Sound difficult? Well, it's not - the following checklist reveals three things anyone can do to give their SEO strategy a leg up.

Turning Traffic Into Cash:

Because organic search traffic is free and highly targeted, it's easy to make a big profit with the right offer. The biggest factor running against you with SEO is time. Google can take between 15 minutes and two months before it indexes your page and gives you decent rankings. Also keep in mind that you can get ranked faster for less competitive keyword terms (usually long-tail terms that are three or more words long). This traffic system should be something you or an outsourced worker spends a few minutes on a day to build your long-term strategy.

Traffic Source: Various Search Engines

URL: Google.com, Yahoo.com, MSN.com and other search engines



Cost: Free

Traffic Type: Free Online Traffic

System 2: Onsite SEO

☒ Traffic Checklist

☐ SEO System 1: Keyword Research

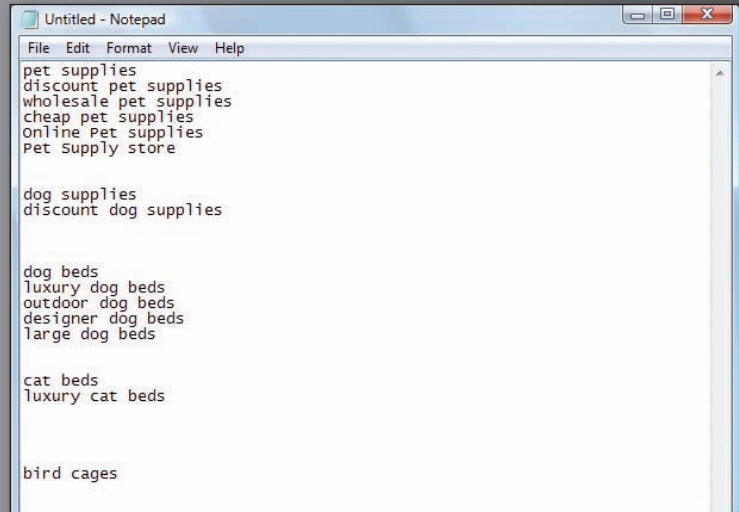
1. Brainstorm keywords in your business.
2. Plug them into Wordtracker, Keyword Discovery, and Google Adwords tool and build a large keyword list.
3. Break down the keywords into groups of five to six.
4. Take out keywords that aren't related to the business (put them in a separate "rejected" keyword list).

☐ SEO System 2: Onsite SEO

1. Create a home page for each group of keywords.
2. Use your primary keyword in the title tag of each page.
3. Include other keywords not used in the title tags in the copy on your page.
4. Create links to other areas of your site that match your keywords.
5. Don't keyword stuff. Use the keywords naturally on your page.

☐ SEO System 3: Create a Blog Post

1. Make sure your primary keyword is in the title of your blog.
2. Create your blog post in Wordpress.
3. Find trackbacks to the blog post and put them on your blog.
4. Look for popular blogs and find trackbacks you can post responses to.



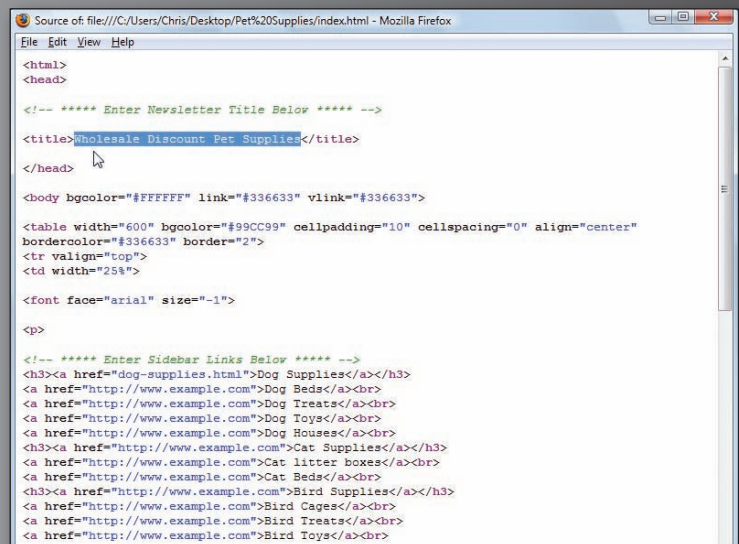
```
File Edit Format View Help
pet supplies
discount pet supplies
wholesale pet supplies
cheap pet supplies
online Pet supplies
Pet Supply store

dog supplies
discount dog supplies

dog beds
luxury dog beds
outdoor dog beds
designer dog beds
large dog beds

cat beds
luxury cat beds

bird cages
```



```
Source of file:///C:/Users/Chris/Desktop/Pet%20Supplies/index.html - Mozilla Firefox
File Edit View Help
<html>
<head>

<!-- ***** Enter Newsletter Title Below ***** -->

<title>Wholesale Discount Pet Supplies</title>
</head>

<body bgcolor="#FFFFFF" link="#336633" vlink="#336633">

<table width="600" bgcolor="#99CC99" cellpadding="10" cellspacing="0" align="center"
bordercolor="#336633" border="2">
<tr valign="top">
<td width="25%">

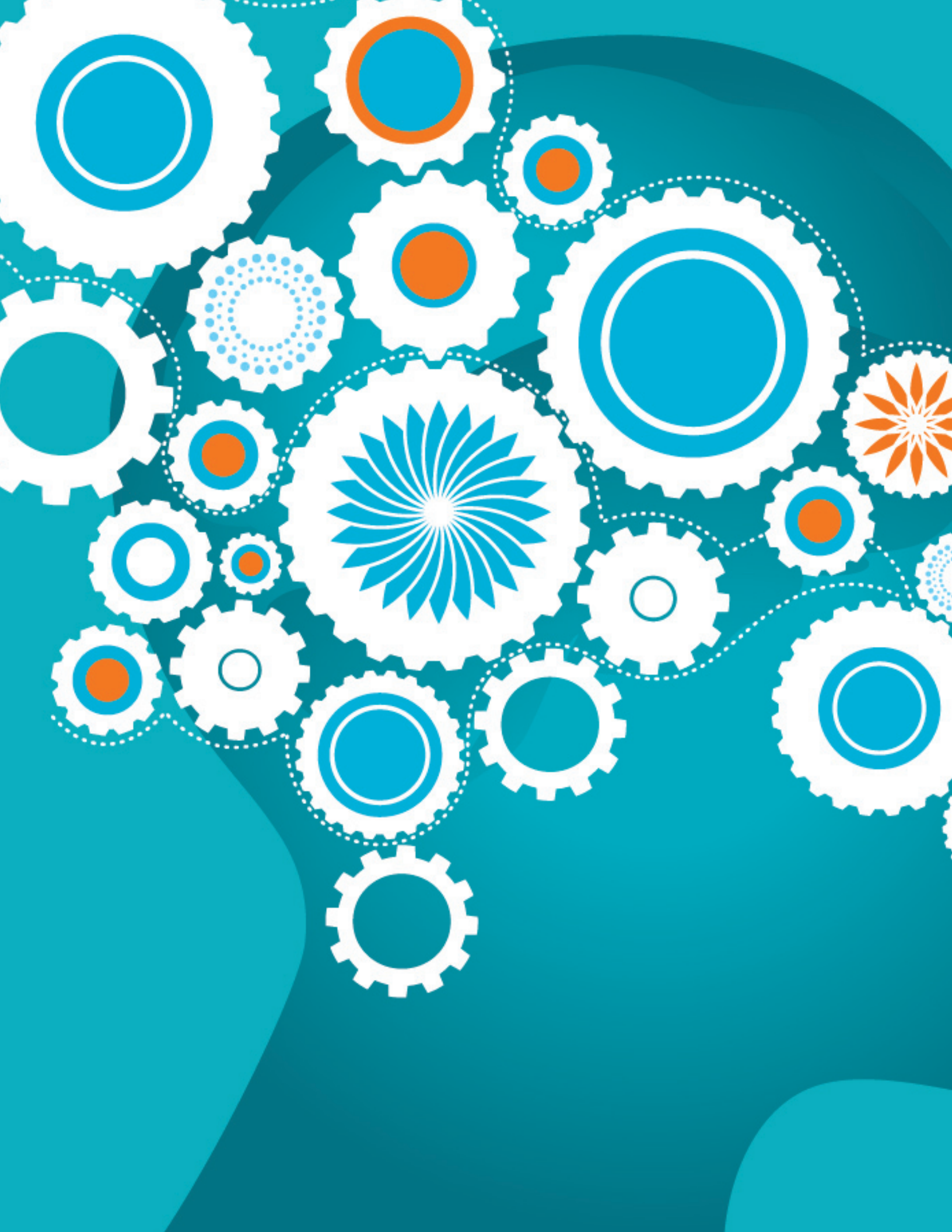
<font face="arial" size="-1">

<p>

<!-- ***** Enter Sidebar Links Below ***** -->
<h3><a href="dog-supplies.html">Dog Supplies</a></h3>
<a href="http://www.example.com">Dog Beds</a><br>
<a href="http://www.example.com">Dog Treats</a><br>
<a href="http://www.example.com">Dog Toys</a><br>
<a href="http://www.example.com">Dog Houses</a><br>
<h3><a href="http://www.example.com">Cat Supplies</a></h3>
<a href="http://www.example.com">Cat Litter Boxes</a><br>
<a href="http://www.example.com">Cat Beds</a><br>
<h3><a href="http://www.example.com">Bird Supplies</a></h3>
<a href="http://www.example.com">Bird Cages</a><br>
<a href="http://www.example.com">Bird Treats</a><br>
<a href="http://www.example.com">Bird Toys</a><br>
```

Keyword Research Tools:

- www.WordTracker.com
- www.KeywordDiscovery.com
- <http://adwords.google.com/select/KeywordToolExternal>





Plug-In to your Customer's Mind

BY KEVIN HILL

COPYWRITER FOR DOTCOMSECRETS.COM

This article is going to show you how to get into your customer's mind when you write your sales letter. Failure to do this will result in a sales letter that will fall flat and won't motivate your audience at all. Why is understanding your customer important? When we write a sales letter, we want to appeal to people's wants, needs, and desires. We want to show them through the power of words that the product we are selling them is going to fulfill those desires. When we do not know how that target audience talks or what keeps them up at night, then we risk alienating them and, thus, they'll keep their wallets in their pockets.

I am going to be upfront, it's going to be a *lot* of work - especially if you're selling to a market you're not familiar with. The top entrepreneurs spent a *lot* of time getting to know who they're selling to. So believe it

or not, it's not like most of those "get rich quick" schemes you see advertised all the time. This is a *real* business and you'll have to put some time into it.

Many of the copywriters I know take up to a month to write a sales letter. The actual writing time is minimal. However, most of that time is spent researching their customer so they know how to get into their mind in their sales letter.

Now I am not talking about "mind control" or convincing your customer to get something they do not need. I am talking about getting to know your customer so you can eloquently tell them the product you are selling them is going to improve their life and that the money they are going to give you is irrelevant to the value they're going to get out of your product.

So this assumes the product you are selling your customers delivers value. If it doesn't then you shouldn't be in this business. That said, let's get started on how we can get into our customer's minds so you can sell more products and make more money.

Learn Their Vocabulary

Each group of people has a certain vocabulary. This includes doctors, lawyers, and golf fanatics. For example if you're into golf, you're familiar with the words "putter," "driver," "hook," "slice," and "bunker."

Your job is to learn what these words are. You are going to use them in your copy so your reader can better

connect with you.

Here's what I mean: Let's say you're writing to golfers and you use the word "sand trap" instead of "bunker" when you're writing your sales letter. That's a term people who don't play golf use when describing a bunker. The golfer will recognize this and will realize the person who is writing the letter (you!) is not "one of us." You'll completely lose him since you failed to bond with him.

However, if you did your research, the golfer will recognize you're part of the market and will bond with you. You'll be speaking his language and he'll be more likely to buy from you. How do you discover the language of your market? Read their magazines and visit their websites. You'll get a million-dollar education and you'll be miles ahead of most of your competition.

Browse The Online Forums And Yahoo! Answers

A real hotbed of information regarding what makes your target market tick is browsing internet forums. People with like-minded interests flock together online - in the same fashion that people of the same religion (Methodist, Mormon, etc.) congregate at a church.

The reason why is because people discuss things in forums they care about. If they have a problem that needs to be solved, they'll go to a forum and ask the community. You can easily browse a couple pages of a fo-

rum and narrow down what common concerns the market is bringing up over and over again.

Since I write mostly for the internet marketing community, I browse the Warrior Forum (www.warriorforum.com) often. After going through all the pages, I've deduced that most people are having problems driving traffic to a site and getting their first sale. This is where you can determine where the real "pain" in a market is located - and you can exploit this in your sales letter.

To find forums in your market, just go to Google and type in "tomato growing forum" (replacing "tomato growing" with your market). Concentrate on the forums that appear first in the search listings as they get the most traffic.

Another great source of covert information is Yahoo! Answers (answers.yahoo.com). This is where random people can ask a question about anything and get many people to respond in a couple days. Like I said, if a problem or concern is strong enough that the person must post it on the internet, then that's probably a common problem people in that market experience on a daily basis.

You see, as a copywriter and marketer, you are a problem solver. Your market either has a problem that needs to be solved or a desire to be fulfilled. Browsing internet forums and Yahoo! Answers is the perfect way to get into your market's head. If you see the same problem or concern raised over and over again, then rest assured, the

rest of your market is probably going through the same thing.

Read Their Magazines Blogs, and Ezines

A lucrative market has periodicals - especially periodicals with ads. It would behoove you to subscribe to them and read them religiously. Also take note of the ads you see in magazines. Who is your competition? What kinds of products are you competing with?

If your market is not large enough that they have subscriptions to magazines, you can subscribe to ezines - which are essentially electronic versions of magazines. You'll also see some people advertise in ezines - this is the perfect time to take note of these ads. If you see these ads show up over and over again, then it's obvious the advertisers are making money. This in itself is a perfect way to get into your target customer's head - just follow what your competition has already figured out.

Another way to get in your customer's head is to subscribe to several leading blogs in your market. You can find these by going to blogsearch.google.com and typing in your market term. Check out the blogs that get the most traffic (usually the ones at the top of Google listings).

Actually TALK To People In Your Market!

Here's a novel concept in this age

where people sequester themselves behind the computer: actually *talk* to people in your market! If you're writing for golfers, talk to several golfers

copywriters as women have different "hot buttons" to push in copy. So in order to get in the heads of his target market, he sat in a woman's hair salon

“**Hard to keep track of several blogs at the same time?** Use Google Reader (<http://reader.google.com>) and subscribe to the blog's RSS feed. Google Reader arranges all the latest posts on one page so you don't have to go to blog after blog all the time. This is a **huge timesaver** - and it will help **keep you up to date with your market** faster than ever.”

about their craft. This is where you get the *real* nuggets of wisdom when it comes to getting inside your customer's head.

In fact, astute marketers write a sales letter then let a prospect in their target market *read* it and make comments. You're not going to get a better critique than this - as you'll find out if your letter would motivate the person to *buy*. If they say, "This is awesome, when can I get this?" then you probably have a winner in your hands!

My friend Mike Morgan is a copywriter (www.OutsourceCopy.com) and had to write a letter targeting women. This is a challenging task for male

for four hours and listened to what the ladies were talking about. He got a million dollar education in how his target market thought - and it showed in the sales letter he wrote later.

Conclusion

So if you want to really get in the minds of your customers, you need to follow the above steps. It may seem like a lot of work but it was infinitely harder before the internet existed. Thankfully it is extremely easy to gauge your market on the internet... you just have to put a little "elbow grease" into it. **DCS**

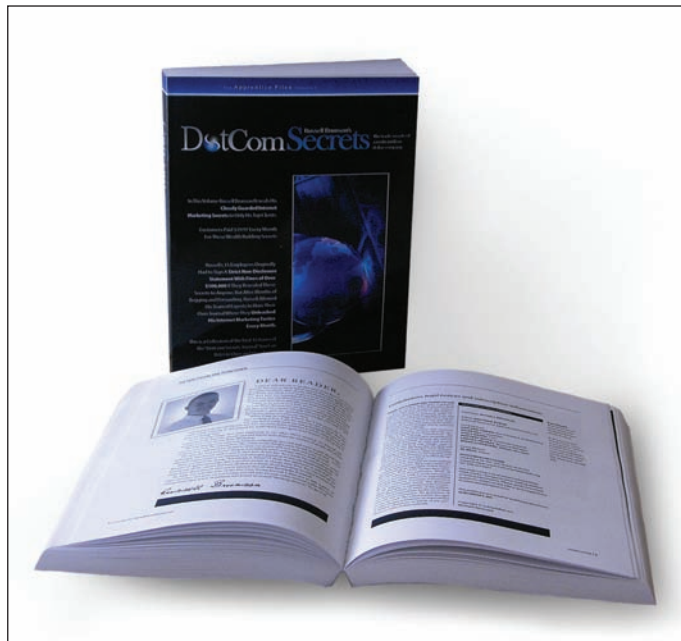
- By Kevin Hill, Copywriter for DotComSecrets.com

Have a question or comment? Let us know what you think about this article by sending an e-mail to editor@dotcomsecrets.com and you may be featured in an upcoming issue of the DotCom Secrets Journal.

If you missed out on previous issues of the DotComSecrets newsletter, then here's your chance to score the biggest mother lode of wealth-building info EVER!

“Discover How You Can Get My “Too-Hot-To-Handle” Internet Marketing Secrets for 40% Off What Other Members Paid!”

You see, I get e-mails and letters every day from people like yourselves who get the DotCom Secrets journal. They love the content that's packed in each issue and cannot wait until the next one arrives at their doorstep.



Well...something strange happened a couple months ago. Apparently people were getting so much value out from the magazine that we started getting bombarded with newer subscribers asking our customer service representative:

“How Can I Get Previous Issues Of Your Extremely Valuable DotCom Secrets Journal?”

Well, at first I didn't want to reveal this information. I wanted to give the people who originally joined earlier the privilege to take action on the wealth-building secrets before people start talking about them on the forums---and reproducing them in \$27 dollar eBooks.

But I remember what I was going through when I started out. I would have given my left arm for this wealth building information when I was a senior in college in 2002. It would have saved me years of frustration and money on strategies that didn't work.

So I decided to take a year's worth of newsletters, bind them up in an actual book, and give away the 100 volumes we have in stock. I decided to call them the “Apprentice Files” since it contains some of my more potent marketing secrets any marketing student can follow.

So if you want to get a hold of either Volume 1 or Volume 2 of the Apprentice Files (or BOTH for a special price) then go to the website below. Do it now because once these 100 copies are gone, they're GONE for good!

**To Receive Your Copy Of The Apprentice Files,
Go To <http://www.DotComSecrets.com/apprenticefiles>**

Part Three of Three: Taking Off The Layers

The real life experiences of a DotCom Secrets Protege student as he travels over 33,000 miles to build a budding online business into a financial powerhouse!

Whoa... the feedback from my last two articles has been really positive. And the requests have been for me to reveal a lot more about what I'm trying to do. So today I'm going to take off some layers and be really honest about what I'm striving for. I promise we'll get intimate as I share what inspires me to push through tough times. My aim by the end of this article is for you to be able to see everything...

If you read my first article you'll remember that so far I've traveled over 33,000 miles to spend time with Russell Brunson and his team. I'm being coached by these guys and gals to learn how to build my internet marketing information business. I shared some of my story and what has led me to seek this new adventure. In the second article I shared some of the roller coaster experiences from my short but exciting life in "Internet-land" – the highs and lows of the ride so far.



Photos Courtesy of Phil Strong

Today I've written a list of things I want to share with you and as I work through that list I'm trying to find specific examples that I can show you. Instead of taking up space in the magazine I've just included links to

Left and Center: The Strong family on a Disneyland vacation.

Right: Russell Brunson (left) and Phil Strong (right) at a DotCom Secrets Boise Workshop.

pages for you to go and see exactly what I'm talking about. I'll send you to my actual micro-continuity squeeze page where I share the "secret" I have to share. I have scanned and uploaded actual sketches from my journal that show you how I think and how I personally build business models. And I'll refer to the tools that I use to make it all happen. The reason I do this is not to brag – for I feel totally unqualified to be a bragger – but to show you honestly how a "newbie" like me is trying to make it happen. Trust me, I feel really naked being this open, but I hope you enjoy it!

Watch me on the journey, follow my progress, and be inspired that you, too, can apply the same strategies and tactics to build your internet business.

My Passion:

It would be fair to say that my passion is teaching people about money. It's something I love to do and people tell me I'm pretty darn good at it. People often ask me, "How do you know what your passion is? How can I find mine?" I encourage people in this search to think about things they love to do. I ask them to remember times when they felt totally energized by their work. I nurture them as I help them to discover what makes them feel fulfilled and rewarded. These types of questions often reveal people's passions. I believe it's vital to find your "calling" and to follow it. In my experience, your calling is in line with your passion and this is what you were designed to be successful in.

My Product Evolution:

I started teaching people about money over ten years ago by running small community based seminars. This seminar grew into a national charitable trust which you can see at <http://wisemoney.co.nz>. My big mistake with this website is I built a list of followers who I trained to expect everything for free. This information evolved into my first book "Becoming Money Wise." Preview the book here: <http://becomingmoneywise.com>. (You'll see later how this

simple site will evolve in the future).

I love writing and really enjoyed the process of pulling this book together. While initially targeted at the New Zealand market I am currently looking for solutions for releasing the second edition in the United States. As I was launching this book I had an idea for a new product which I called How To Smash Your Mortgage – the five strategies I used to pay my house off by age 30. This idea has evolved into a micro-continuity business which you can see at <http://howtosmashyourmortgage.com>.

The principles I teach are already evolving into new ideas. I recently was asked by a friend to develop a free gift she could give away as a bonus with her book launch, and now I use this to help others. You can give this away to your friends, family and your list too. Send them to <http://philstrong.com/freegift/>.

Building a Business in my Journal:

I love business, and I love helping people in business. Often I've walked out of a coffee shop with scribbles on a napkin – a business in the making! I think in pictures so often I end up drawing my thoughts on paper which helps me to process the ideas. This also helps me when it comes to building the business, as I just follow the picture! I've scanned the picture from my journal of my business model for How To Smash Your Mortgage, see it here: <http://philstrong.com/ideas/sym.pdf>. The idea I have for Becoming Money Wise is to build a multi-level membership system, I'll show you that picture later.

Webpage by a Dummy:

I have zero experience at designing and building websites. Well, I used to have zero experience. Now I use a WYSIWYG package called 90 Second Website Builder which I find pretty easy to use. I outsource my graphic design to Jenny in China who I found on Scriptlance. And I use 1Shoppingcart to manage my autoresponders, products and affiliates.

At this stage in my business building I outsource things as I can afford them, and until then a lot of it gets done by me. I know I don't look as flashy as some websites, but I work hard on the copy and the results!

Cool Tools:

I'm learning to love video as a tool to get my message out there. Before I tell you what I do I need to give a big shout out to Scott Brunson, Russell's brother. He's the audio and video dude at DCS and has been very helpful in answering my questions and showing me tools to make the task easier. I'm now moving towards using video for my squeeze pages, sales pages, blogs, coaching modules and products. I shoot the video on my Sony camera and then I use Sony's Vegas software to produce the videos. Once again, it's obvious that I'm not a video expert, but when you're the 'jack of all trades' you just have to get on and do what is required. I'm using video to build traffic, I'll show you how later.

Micro-Continuity is the Way:

When Russell showed me Micro-Continuity for the first time my mind was spinning with the possibilities. What I love about this concept is the fixed term continuity program, allowing me to set, forget and move on while earning money. I've built an idea in my mind of how I can take the Becoming Money Wise content and structure it into several 'micro-c' programs. This is still a sketch of an idea and will be where I turn my focus in the second half of the year. In the meantime, you can still see the business plan here: <http://philstrong.com/ideas/bmw.pdf>.

My system for building traffic:

Traffic generation seems to be a never ending quest, for me it seems. I've developed a small system that works for me and keeps me on task. I am now outsourcing a large part of this work so the tool I am going to show you allows

Vision Board:

Building a Mindset for Long-Term Success

Name: Phil Strong

Websites:

www.PhilStrong.com

www.HowToSmashYourMortgage.com



Niche:

Finding Financial Freedom
Paying Off Your Mortgage

From: New Zealand

DCS Member Level: Protege

me to send instructions to India or the Philippines.

The philosophy Russell and his team teach is to make your Blog site the authority site. So this system is about driving traffic to the blog post which then drives people to the sales opportunity. I post a video blog on my site which is focused on a keyword. Then the instructions are sent to the oDesk employee who writes a webpage/article and posts it in multiple locations all pointing back to my blog page. These postings are also bookmarked using multiple accounts. The theory is this builds traffic. If you're interested in my simple system feel free to check it out, use it, or modify it from here: <http://philstrong.com/ideas/traffic.pdf>.

Things I Wish I Knew Then:

There are a few things I wish I had learned earlier in the process. I wish I had started building my blog site a lot earlier. This would mean I would have many more indexed pages already (but then we could always say that!).

Because I am not a US citizen I have had extreme difficulty establishing a merchant account that allows recurring billing. Can you imagine my horror when I discovered the subscribers to my coaching program could not be auto-billed?! This is a time consuming problem that I am still in the middle of sorting out. And I wish I knew how long it was going to take to build a solid business. While I dreamed of having a massive cash flow in 90 days the truth is it has taken me a lot longer. I urge you to be realistic in this while being driven to make it happen a-s-a-p!

What inspires me to push through? Any new business development is a journey filled with challenges that need to be overcome. I read a book last week that said "it's our challenges that shape us for the rewards of the future." I'm inspired by the hope of what can be in the future. I'm inspired by the thought of teaching my children by my actions, perseverance and success. I'm inspired by the thought of sharing what I absolutely believe can transform people's relationship with their money. I'm inspired by the thought of growing stronger to be able to tackle the next



challenge. I believe a journey is not about comfort, rather the character you develop along the way. And finally, I am inspired by the dreams Kathy and I share that we look forward to enjoying when we deserve our success!

Watch Things Grow:

Life is certainly not standing still for me. I have things to do and memories to create. And while I am doing this I

have to build my business. I'm happy for you to join me on the journey, but watch out 'cos it might be a bumpy ride!

Why Am I Striving to Succeed in Business on the Internet?

For me this business allows me to spend more time with my family. The flexibility of working by myself means I can sit here in my boxer shorts at ten in the

challenge of creating something that works. This business is a way I can channel my creativity into profit. I want to be successful for many reasons, but probably not the ones you expect. For me I measure my success by how I can help others. So me being successful at internet marketing means sharing the how with others so they, too, can find the same success.

There's a danger in being transparent and that is the risk of being ridiculed. I've taken off several layers today

and revealed the honest truth about what I do and how I do it. You might be laughing at me, but I hope not. My way is the simple way, and that's not the way for everybody. I'm not making millions (yet) but am excited to see sales beginning to build. My hope today is that you can be encouraged in your journey, that you can persevere through the trials

that you will experience, and that you, too, can become the person you dream of being. **DCS**

- By Phil Strong, HowToSmashYourMortgage.com

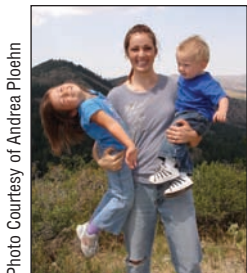
Find more success stories at <http://members.dotcomsecrets.com>.

I'm inspired by the hope of what can be in the future. I'm inspired by the thought of teaching my children by my actions, perseverance and success. I'm inspired by the thought of sharing what I absolutely believe can transform people's relationship with their money. I'm inspired by the thought of growing stronger to be able to tackle the next challenge.

morning while writing articles. If I need to get out of the apartment I can walk down to my local coffee house (after putting on some jeans!) and spend a few hours drinking espresso and writing sales copy. I love coming up with new ideas, new ways to help people and the



Visit <http://members.dotcomsecrets.com> for more success stories like these:



ANDREA PLOEHN
SIGNING4BABY.COM

Learn the secrets this stay-at-home mom used to make over \$1,000 her first day and \$3,000 within her first week!



TIM DAVIS
POSTCARDFORMULA.COM

This DCS partner reveals how he made \$3,122.39 in 3 days and was able to walk away from long work hours and feast or famine commissions for good!

Q & A

*Your chance to sit down
with Russell Brunson and his team of
experts at DotCom Secrets!*

Q: Book Printing

My front-end product is a book. Where can I go to get it printed and do I have to ship orders myself?

A: We often recommend Kunaki.com to our clients who want to create CDs and DVDs because they print on-demand (meaning you can order one at a time) and will drop ship directly to your customers. The good news is, if you want to print a book, there is a printer just like Kunaki, but for book publishing - Lulu.com. The bad news is the cost to print one book at a time can be high (\$4.75 for a 150 page book plus at least a \$.19 commission compared to \$1.75 for a CD or DVD from Kunaki). Add in shipping costs and you'll have to charge at least \$7.95 to cover your fulfillment costs. But depending on your market and offer, this may be worth it.

There is another option though and that is to order in bulk. You can order in bulk from Lulu.com but companies like 48HrBooks.com do not charge a commission. Enter the specifications you need at both websites and compare prices. The downside here is that you would have to place an order and ship all the books to a fulfillment house to mail out your orders as they come in, or ship them out yourself.

You can also record a short video introduction to your book and burn it to a CD along with a PDF of your book.

Use Quick Menu Builder (www.QuickMenuBuilder.com) to make a menu that will automatically load when the disc is inserted into a computer. This will give you the advantage of lower production costs as well as the higher perceived value for CDs.

Q: Physical Products vs. Digital Downloads

I read that you recommend creating a physical product for my front-end offer. I have an ebook. Wouldn't it be easier to give my customers a digital download and not worry about production and fulfillment costs?

A: There are two main reasons why you need to collect credit card information from your customers. First you will need it to bill them for your continuity program if you have one. Second, you need to see who of the people who opted into your list on your squeeze page will take the next step and become a buyer. This second step is vital. In fact, if you can get your visitors to make even a small purchase (like paying \$5 for shipping and handling), they become very likely to make larger purchases.

We have tested many types of front-end offers and "free plus shipping and handling" has been shown to convert best. It would be easier to simply give your customers a digital download, but it is much easier to give something away for free (plus shipping) than it is to sell - especially if that something is an intangible mass of data.

Still not convinced? Well, this model also reduces refunds. Simply state that there are no refunds for shipping costs in your return policy. No more people downloading your product, asking for a refund and keeping it on their computers anyways.

- Expert Access, the DotCom Secrets Team

This is your chance to access the experts at DotCom Secrets with your internet marketing questions. Just send an e-mail to editor@dotcomsecrets.com and it may be answered in an upcoming issue.

“Are You Overwhelmed With The Content In This Newsletter?”

Then you haven't seen ANYTHING yet! If you haven't already, then be sure to login to the DotCom Secrets Membership Site for even MORE of my closely-guarded marketing secrets! Inside you'll discover:



- **Over 100 past articles from every one of my marketing experts.** I used to have all of my employees sign a confidentiality agreement with fines of over \$100,000 if they dared to reveal our trade secrets to ANYONE! But after months of begging, I decided to let them reveal their secrets in this membership site!
- **Exclusive Video Website Copy Critiques.** Our copywriter Kevin Hill critiques member's squeeze pages and sales letters so you can learn how to create a gripping sales presentation. This copywriting clinic will shave years off your learning curve if you're just getting started.
- **Access To The Patent-Pending DotComSecrets “Desktop Mentor” Software.** You'll get 27 videos sent to you every day from Russell himself showing you step-by-step how to make money online. This software normally sells for \$97 but you get access to it for FREE as a DotComSecrets Member!

So if you haven't checked out the membership site lately, then login today. We are always adding new content every month that'll take your online marketing to the next level!

**To Login To The DotComSecrets Membership Site,
Go To: <http://members.dotcomsecrets.com>!**



*the
real*

truth

behind what makes
super affiliates
richer than the next
guy...

BY BRENT COPPIETERS
AFFILIATE MANAGER
FOR DOTCOMSECRETS.COM

It is possible to make more money on the internet than you could ever imagine and one of the best ways to do this is through affiliate marketing. Affiliates can earn serious cash by promoting other people's products and services. They don't have the headache of creating and developing products, dealing with merchant systems, or customer support. They merely drive traffic. The top earning affiliates are called Super Affiliates. These individuals make a full-time income as affiliates.

I would like to start off with a few questions: What are you passionate about? What is it that gets you up in the morning? What is it that drives you? What kind of life do you want for yourself and your family?

I wanted to ask you these questions because if I was to ask any Super Affiliate I know what they would say. These guys and gals eat, sleep and breathe

Left: A view from the top of Pirate's Cove in Las Vegas, Nevada, the location of the DotCom Secrets mastermind group this August.



Photo by Brent Coppieters



Photo by Brent Coppieters

Above: Pirate's Cove lives up to its name with appropriate pirate themed decor throughout the resort.

Right: A view overlooking the water from the top of Pirate's Cove.

Center: Brent Coppieters enjoys the moment at the DotCom Secrets Mastermind event held in August.

Page 34: Attractions like this waterslide make Pirate's Cove a one-of-a-kind vacation spot. It also includes a Tarzan swing, ship mast guests can dive off of and an outdoor kitchen.



Photo by Brent Coppieters

internet marketing. They absolutely love the freedom that it allows for them and their families. They are driven and focused on what they want and they go out and get it.

In this article I listed some areas in which Super Affiliates really are "Super." They weren't great overnight, but through hard work and perseverance they have achieved success in their field. The areas that I am going to focus on are lifestyle, work habits, focus, listbuilding, and a love of the game.

Lifestyle

Ralph Waldo Emerson said it best when he said: "It is not length of life, but depth of life." We hear stories all



Photo by Scott Brunson

the time about the Internet Marketing Lifestyle. Every sales letter you read seems to paint an amazing picture of absolute freedom and enjoyment.

Heck in August I saw some of this lifestyle first hand. We hosted a mastermind event at a private residence in Boulder City Nevada. This Amazing pirate themed property is appropriately named "Pirate's Cove" and consists of 20 private suites with a racquetball court,

fitness center, and large movie screens. It also boasts three indoor kitchens and one outdoor kitchen. It has a large waterslide that empties into a deep pool with a Tarzan swing and a tall ship mast that allows the brave guests to jump from multiple heights. Pirate's Cove also has a smaller children's slide that empties into a pool complete with a beach, misters and grassy area for kids to play. Ya, amazing.

Can I just tell you that this place was *awesome!!* Oh and I forgot to mention a separate pool that allows for swimming, water basketball and more... Nearby it has a commercial grill for outdoor cooking, slush machine and soft ice cream machine. My words cannot even do this place justice.

Why am I telling you about this? Because even though I was busy helping - there was plenty of time in the evening for me to relax and play in the water with my wife and small kids. This place was magical and made you feel like a kid again. You know when you were free to just play and have fun. That feeling is awesome, and when I hear about Super Affiliates who travel when they want, and drive nice cars - they have found that same freedom. This is the lifestyle that they describe - *freedom*. They don't have to punch a time clock, or stress about getting the next work assignment finished. Now that is a lifestyle that I would love. ☺

Work Habits

Super affiliates are regular people



Photo by Brent Coppieters

just like me and you. They don't have super powers that allow them to make a ton of money promoting products. They get up and have to get dressed the same way we do - but they are laser focused on what they want, and then work to achieve it. They know how to work hard, and then play hard. If you were to ask super affiliates if they were always making big money they would say no. They all started off not making any money, but worked hard.

I look at Russell - he is absolutely one of the most focused hardworking people I have ever met. He knows what he wants, then goes after it. He works hard because he loves what he does first, and then loves what this business affords him and his family.

Heck, they had the opportunity to fly out to Fiji for one week as a family. Did I mention that Russell and his wife have three kids all under the age of four? Even when Russell was away with his family enjoying a beautiful island (I have seen some pictures...☺) he was still making money. Super affiliates make money when they sleep. How cool to wake up in the morning and log onto the internet and see that you made money while you slept, or were on vacation with your family.

Absolute Focus

When you talk and interact with Super Affiliates you will notice that they have an absolute focus on what

they are doing. They know what is happening in the industry and are up on the latest and greatest ways to promote products. They are also building relationships with others in the industry. They know that there is more than enough money to go around.

Many of the Super Affiliates that I know all have fun hobbies. Some wrestle ☺, surf, sky dive, and travel. It is important to not only work hard, but play hard. When they are wrestling they are wrestling, and when they are working they are working. They are focused on the current project, and work hard. In order to become successful in affiliate marketing, you are going to need to have this same focus.

Listbuilding

This is hands down one of the best ways to guarantee your success as a Super Affiliate. All the super affiliates I know have decent size e-mail lists. When I say a decent list I am talking usually greater than 10,000. There are exceptions to this depending on the responsiveness of the list. Some Super affiliates I know have lists greater than 500,000. Life is pretty easy when you can just open up your autoresponder and send out a promotional offer to 500,000 people.

You can start building a nice sized list today by signing up for an autoresponder service such as aweber, icontact, or using 1shoppingcart.

These services will create an HTML code that you paste onto your blog or website. When someone enters the requested information (usually first name and e-mail address) they join your list. You can have pre-loaded e-mails that will start going

generate any traffic and sales, it can get discouraging. Or when you invest money and time into something and you don't get the result that you were hoping for, it can be hard.

Your love for affiliate marketing will help you overcome those difficulties

“ It really is important that you love what you are doing. Are there ups and downs with affiliate marketing? Yes. But there are ups and downs with everything in life. The trick is to **have more ups than downs...** Your love for affiliate marketing will help you overcome those difficulties and push you to achieve the successes that can come. ”

out to them via your autoresponder. This service will also allow you to broadcast e-mails whenever you would like.

A Love of the Game

It really is important that you love what you are doing. Are there ups and downs with affiliate marketing? YES. But there are ups and downs with everything in life. The trick is to have more *ups* than *downs*. When you have a bad day and can't seem to

and push you to achieve the successes that can come.

It is fun to see the power that Super Affiliates have. They can literally make thousands and thousands of dollars each and every month. I have seen some nice sized checks payable to Russell, and we too have paid out nice sized commission checks to Super Affiliates. I hope that you will decide to start working towards becoming a Super Affiliate. Affiliate marketing can and will change your life. **DCS**

- By Brent Coppieters, Affiliate Manager for DotComSecrets.com

Have a question or comment? Let us know what you think about this article by sending an e-mail to editor@dotcomsecrets.com and you may be featured in an upcoming issue of the DotCom Secrets Journal.



PDF Primer

A Step-by-Step Guide to Creating PDF Files

What is a PDF?:

A PDF is a file format that preserves how a document looks no matter what OS it is viewed on. Think of it as a digital scan. For example, if you typed a paragraph using the font Trajan Pro in Microsoft Word, and converted the file to PDF, anyone you sent it to would be able to see the wording in the typeface you selected, regardless of whether they have the Trajan Pro font on their computer or not. PDFs preserve images and formatting in the same manner as well.

Why is This Important if You're an Internet Marketer?:

You can create multi-page, downloadable ebooks, checklists, forms, contracts and more that will be

easily viewable by all of your customers. And if you plan to create physical products, chances are your printer will ask for any artwork in PDF format. They can also be easily password protected. All around, being able to create PDFs will make running your business just a little bit easier.



Why PDFs:

Compatibility. Just about anyone can view PDF files on their computer, including Mac and Linux users, and it will look exactly the same. Adobe Reader, a free program that allows people to view PDFs, is available for over 20 operating systems in nearly three dozen languages!

How to Create PDFs:



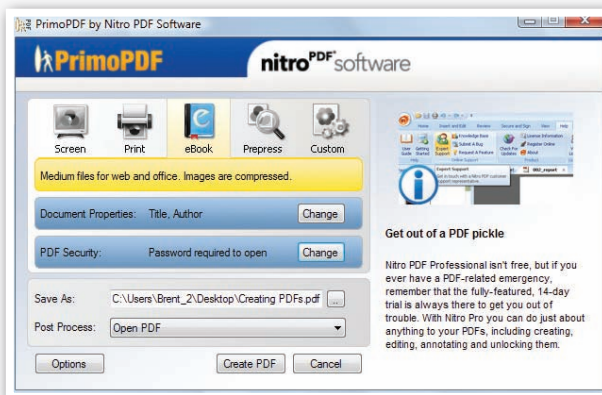
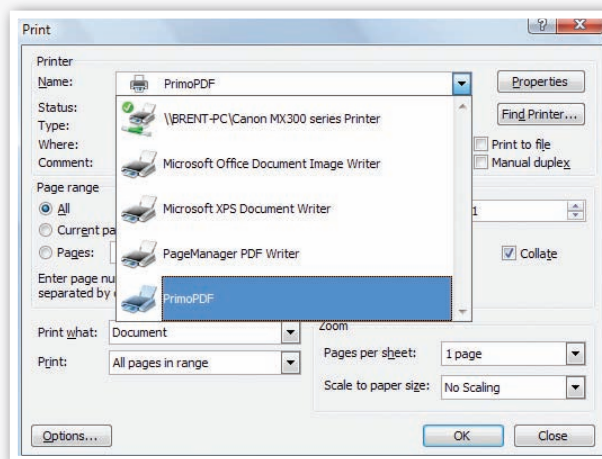
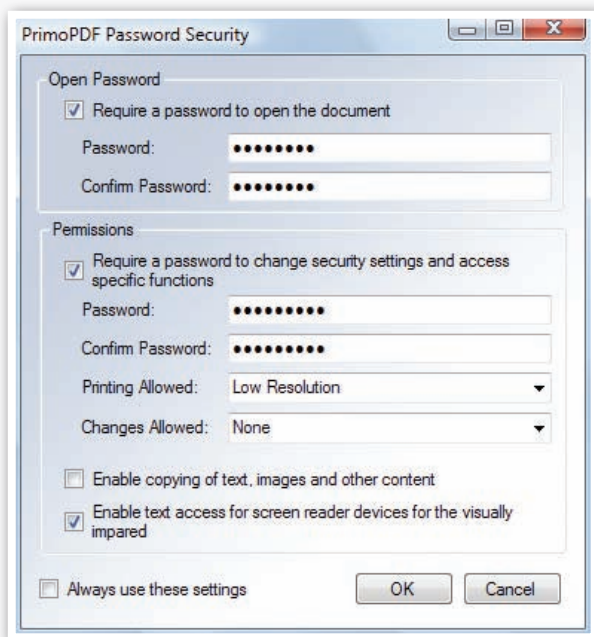
It's easy. If you don't already have a PDF maker installed, you can download free software to do it at PrimoPDF.com. Once installed, open the document you want to convert to PDF and click File > Print. When the printer dialogue box appears, click the drop box arrow next to "Printer Name." Select PrimoPDF as your printer. Click print. **Note:** This will not print a hard copy of your file, but rather a digital copy that will be saved to your computer in PDF format.

Customizing Your PDF

After you click "Print" another dialogue box will

appear. In this box, select the type of document you want to create using the following guidelines (these are listed in order of quality):

- > **Screen:** Free reports and files that need to be downloaded fast. You can select this option for ebooks as well if you want to keep your file size as small as possible. This is the smallest file size you can create.
- > **Ebook:** Slightly better quality than the “Screen” option.
- > **Print:** Files that will be printed on home or office printers.
- > **Prepress:** Use this option if you have artwork you need to send to a commercial printer.
- > **Custom:** Choose this option if you know the exact resolution and color settings you want to save your PDF at.



Security Settings

To add security settings, click “Change” in the PDF security box and add the desired passwords and permissions.

Saving Your PDF

Choose where to save your file, click “Create PDF,” wait a few seconds and you’re done! You can now upload your PDF to your website to be downloaded, send it as an e-mail attachment, pass to the printers to process an order or burn it to a CD (Hint: this is a great way to turn an ebook into a free plus shipping and handling offer without paying for expensive book printing costs)!



DCS Recommends

Your Guide to Cashing in on the Content in This Issue

Banner Advertising Toolkit

99 designs® launch a contest find a contest

banner ad design contests - ordered by price

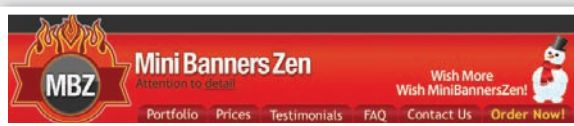
save this search • daily email • bad

contest title	contest leader	created	ends	entries	prize
Private Contest login to view...	sega	September 16, 2009	4 days, 1 hr	80	\$575 guaranteed
Private Contest login to view...	sternwunder	September 21, 2009	2 hrs, 26 mins	29	\$400 guaranteed
Private Contest login to view...	sternwunder	September 21, 2009	2 hrs, 32 mins	19	\$400 guaranteed
Pull Up Banner Design For SitePoint to display at conferences where SitePoint is a sponsor or media partner.	ShayneTilley	September 22, 2009	2 hrs, 38 mins	116	\$299
Military Computer Sales display banner for Kiosk military oriented 2 x 8" digital outdoor board sign	sternwunder	yesterday	5 days, 19 hrs	6	\$149 guaranteed

track this category in your feed reader

Banner Ad Design:

- **99Designs.com:** Place a project and get hundreds of proofs from designers that want to make banners for you. **Cost:** Varies
- **MiniBannersZen.com:** Get affordable banner ad packages. They will even make them for you in just the right sizes for your content network or placement campaigns! **Cost:** Starts at \$15.99 for a small ad and \$67 for the basic package.



- **Elance.com:** Here you can get pretty much any type of project done by their community of freelancers. **Cost:** Varies

Courses, Articles and How To's:

- **SitePoint:** Great articles with some tips for your banners ads. Go to <http://articles.sitepoint.com/article/basics-create-ads-work>. **Cost:** Free

- **DotCom Secrets Membership Site:** View the 21 Minute Traffic checklist title "AdBrite Expert" to learn how to create profitable banner advertising campaigns fast. Go to <http://members.dotcomsecrets.com>. **Cost:** Included with your membership

Posting Banner Ads:

- **AdBrite.com:** Start and manage banner ad campaigns. Campaigns can be targeted by keyword and will show on relevant websites and you pay each time someone clicks you ad. **Cost:** Cost-per-Click (CPC)

AdBrite THE INTERNET'S AD MARKETPLACE

For advertisers For publishers Site directory How AdBrite works

Now serving:
293 million impressions a day on 114,522 sites

Advertisers

Reach Your Target Audience

- Fully transparent - See and manage all the sites that displayed your ads
- Target by DMA and countries
- Target by gender and age
- Target by keywords, channels, and categories

Get Started »

Website Owners

Find out how we can help you generate more revenue from your ad space.

- Customize ads to match your site
- Approve and reject ads for your site
- Works alongside other ad programs

Supports: Text ads Banner ads Image ads Full page ads

Create an account »

NEWS: AdBrite launches CPC banners. Learn more...



Action Checklist

Your Guide to Cashing in on the Content in This Issue

Traffic Generation

Gather Fast Traffic From New Sources Using Any of the Following:

- ☐ **PPC Advertising on LookSmart.com (page 11):** I am willing to spend \$ to test an ad campaign.
During week one I received: Traffic: Sales: \$ Total ROI:
- ☐ **Networking on Facebook (page 15):** I joined/started the following groups:
During week one I received: Traffic: Sales: \$ Total ROI (factor in outsourcing costs):
- ☐ **Free Traffic Through Onsite SEO (Page 18):** I or an outsourced worker will spend minutes a day on:
 - ☐ Keyword Research
 - ☐ Onsite SEO
 - ☐ Blog Posting: I will make blog posts this week

Copywriting

Increase the Conversions on Your Current Sales Letter or Research for a New One (Page 20):

- ☐ **Browse Online Forums in Your Niche and Search Yahoo! Answers for Frequently Asked Questions.**
- ☐ **Subscribe to and Read as Many Ezines, Blogs and Magazines in Your Niche as you can Find.**
- ☐ **Start Conversations in the Forums and Ask People you Know What Their Thoughts Are.**
Idea: Create a hot list of the best forums, ezines, blogs and magazines in your niche and set aside an hour or two each week to read, network and join conversations.

Affiliate Marketing

Do You Have What it Takes to Become a Super Affiliate? Take This Mini-Quiz (Page 32):

- ☐ I absolutely love what I do.
- ☐ I have a clear picture of the lifestyle I want to live.
- ☐ I recognize the good work habits I have and use them to get more done.
- ☐ It's about more than the money for me.
- ☐ I am actively building a list of customers.

“Here’s Your Chance To Get 50% Off Our Best-Selling Products So We Can Clear Extra Room For MORE Cash-Siphoning Wealth-Building Materials!”

Russell here. And I want to give you a rare chance to take home several of my best-selling products for a FRACTION of what everyone else paid. In an effort to make room in our crowded storage room, I am slashing the price of some of our most potent moneymaking products so we can make room for our latest courses! Here’s what we’re offering this month:

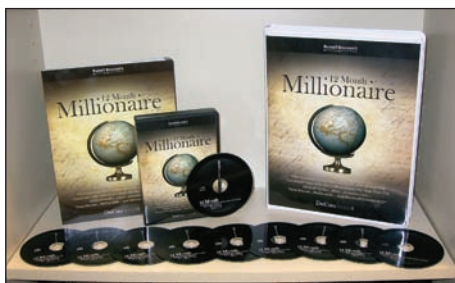


The \$100,000 Challenge Manual:

This is where I lay out the DotCom Secrets system in a connect-the-dots, 21 day plan! In addition to the \$100,000 Challenge book and a copy of the first issue of the DotCom Secrets Journal, you’ll also get these four bonus discs:

- ▶ **The Virtual Real Estate Seminar DVD:** A recording of an underground workshop where Russell reveals how he turned a simple idea into a million dollar business.
- ▶ **\$2739.73 a Day Audio Training:** A CD containing 24 hours of the best audio interviews about marketing you’ll ever find!
- ▶ A CD containing electronic copies of “Software Secrets Exposed” and “30 Days to Online Profits.”
- ▶ A CD with resale rights to 10 of Russell’s best-selling self-improvement products.

Original Price: \$97 Today’s Price: \$47



The 12 Month Internet Millionaire Course:

This is our “crown jewel” course where we reveal the money making secrets of a convicted ex-felon who made \$77 million in a single year. You can easily make \$500, \$5,000, even \$50,000 a month or MORE when you implement these secrets!

Original Price: \$397 Today’s Price: \$177

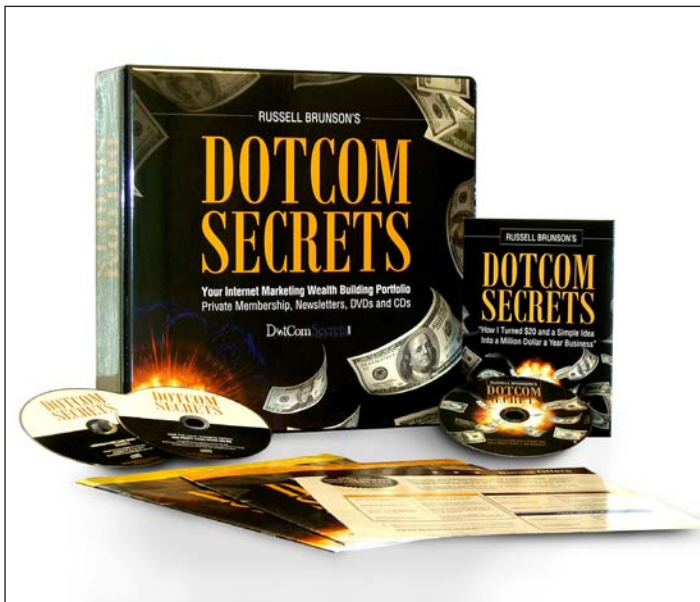
So **login to your PayPal account and send payment to instantpaypalpayments@dotcomsecrets.com** to get a hold of these wealth-building materials while supplies last. Because when these materials are gone, they’re GONE! Be sure to note which product you are ordering in the message box.

**Get 50% Off Our Best-Selling Courses By Sending a PayPal payment to:
instantpaypalpayments@dotcomsecrets.com**

“Get \$197 Worth of Russell’s ‘Closely-Guarded’ Marketing Secrets Shipped To You For FREE! (It’s A Special Thanks for Being A Subscriber!)”

 **Yes, Russell!** I want to take advantage of this once-in-a-lifetime offer and receive a **FREE Membership Upgrade**. I understand that you will rush-ship me the DotComSecrets “Collectors Edition” Wealth Building Portfolio and \$197 of wealth building information absolutely **FREE!**

Most members received my DotComSecrets Wealth Building Portfolio when they decided to join my journal and DVD-of-the-month club. If you haven’t received yours yet, I would like to upgrade your membership for **FREE** and send you the following (worth \$197):



- ➔ **The DotComSecrets “Collectors Edition” Wealth Building Portfolio** where you can collect ALL of your DotComSecrets journals for easy reference and storage.
- ➔ **The Exclusive “30 Day Action Plan”** I ONLY reveal at my \$5000-a-head seminars. It contains the ultimate blueprint you can use to turn your online business into a success. You’ll be able to qualify to win **FREE** products, seminar tickets, and **MORE** after the challenge!
- ➔ **The DotComSecrets “Quick Start” Guide** that’ll get you on the fast track to wealth and independence in **NO** time!

- ➔ **The “Underground Lead Generation” Secrets Exclusive CD** where I dish out what it takes to drive torrents of targeted leads to ANY business. This is stuff they **DON’T** teach in school!
- ➔ **The “How the Local Business Owner Can Profit From Going Online” Exclusive CD** where I unveil online marketing secrets I use to skyrocket my business and leave competitors struggling for leads!

All you have to do is pay for shipping and I will rush-ship the DotComSecrets Wealth-Building Portfolio to you. Remember, your membership upgrade is FREE so your monthly membership fee will stay the same!

**To Receive Your FREE Membership Upgrade,
Go To <http://www.dotcomsecrets.com/wealthportfolio.html>**